



# Designing with Purpose

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HOW TO CREATE A STRONG CAREER  
SERVICES CENTER AT HBCUS AND  
MINORITY SERVING INSTITUTIONS

***DR. TIERNEY BATES & CATRINA DOSREIS***

*Let's talk about not only  
completion but completion and  
career in the same category.  
Our future depends on it!*

- DR. TIERNEY BATES

# Learning Outcomes

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Infrastructure



Career Readiness



Employer  
Engagement



Faculty and  
Campus  
Engagement



Alumni and  
Fundraising



Key Performance  
Indicators and  
Metrics

# Infrastructure

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**Where does your Career Office sit now?**

Reporting

Staffing

Budget model

Technology

Campus location and university location

University brand

Top majors



# Career Readiness



How do you know your students are career ready?

Four-Year career plan

Senior survey

Academics meet industry needs

Internships

Apprenticeships

Micro-Internships

Micro-Credentialing

# Employer Engagement

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## Why do employers choose your school?

Market research

- National
- State
- First Destination Survey

Alumni research

Top employers

Top majors

Employer on-campus recruitment

Workforce development

Metrics



# Faculty and Campus Engagement

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**How are we aligning curriculum and faculty to industry?**

State of the University

New student orientation

Dean & Chair meetings

Academic curriculum

Experiential learning



First year course

Partner with faculty

- Do not cancel class

Partner with athletics

Parents association

Institutional advancement

# Alumni Affairs and Development

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**Your institution needs your time, talent, or treasure!**



Fundraising/Development

Naming

Branding

Leadership

Young alumni donors

Alumni

- Eagles hiring Eagles
- Heels hiring Heels



# Key Performance and Metrics

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## **How will you measure success?**

Objectives, Strategies, Goals,  
Measurements

Final Destination Survey (Graduation  
outcomes)

Learning outcomes (Career  
readiness)

Internship tracking

Employment tracking

Faculty & student survey

Usage

Student and employer satisfaction

Recruitment

Retention

Default rate



Questions

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# Self-Care Webinar Series

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Register for the other webinars in the *It's Okay to Not Be Okay* series:

**Part One: When the Flame Goes Out: Self-Care to Combat Compassion Fatigue and Burnout**

*Speakers: Alexis "Lexi" Losch, M.Ed., LPC-Intern, NCC Supervised by Lacey Fisher, LPC-S, RPT-S*

**Part Two: "I Got You": Supporting Students and Colleagues During Collective Trauma**

**October 27 @ 12:00 PM CT**

*Speakers: Dr. Komal Chandra, Ph.D., and Alexis "Lexi" Losch, M.Ed., LPC-Intern, NCC Supervised by Lacey Fisher, LPC-S, RPT-S*

**Part Three: Beyond Book Clubs and Lip Service: Actionable Allyship in the Workplace**

**November 19 @ 12:00 PM CT**

*Speakers: Tre Johnson and Alexis "Lexi" Losch, MS.Ed., MA, LPC-Intern, NCC Supervised by Lacey Fisher, LPC-S, RPT-S*

**Part Four: Towards Healing: Community Meditation and Trauma-Conscious Yoga**

**December 15 @ 12:00 PM CT**

*Speakers: Nityda Gessel, LCSW, E-RYT, TITY and Alexis "Lexi" Losch, MS.Ed., MA, LPC-Intern, NCC Supervised by Lacey Fisher, LPC-S, RPT-S*

**GUEST SPEAKERS**



Alexis "Lexi" Losch, MS.Ed.,  
MA, LPC-Intern,  
NCC Supervised by  
Lacey Fisher, LPC-S, RPT-S



Dr. Komal Chandra, Ph.D.,  
New Jersey Institute  
of Technology



Tre Johnson  
Catalyst: Ed



Nityda Gessel, LCSW,  
E-RYT, TITY,  
The Trauma-Conscious  
Yoga Institute



Sana A. Meghani, M.Ed.,  
Program Manager,  
Trellis Company

**MODERATOR**



# Career Services Webinar Series

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Register for the other webinars in the *Shaping Students' Futures* series:

**Part One: Designing with Purpose: How to Create a Strong Career Services Center at an MSI**

**October 27 @ 12:00 PM CT**

*Speakers: Dr. Tierney Bates and Catrina DosReis*

**Part Two: From Completion to Career: Transformative Career Service Strategies for Students of Color**

**November 12 @ 12:00 PM CT**

*Speakers: Dr. Tierney Bates and Kacheyta McClellan*

**Part Three: Employer Relations: Developing a Winning Strategy for Your Student, University Advancement, and Industry Partnerships**

**December 3 @ 12:00 PM CT**

*Speakers: Dr. Tierney Bates and Roderick Lewis*

## GUEST SPEAKERS



**Dr. Tierney Bates**

Assistant Vice Chancellor  
for Special Projects & Interim  
Executive Director for Career  
Services, University of North  
Carolina at Chapel Hill



**Catrina DosReis**

Director of Career and  
Professional Development  
at North Carolina Central  
University



**Kacheyta McClellan**

Director of Career  
Services at Ivy Tech  
Community College



**Roderick Lewis**

Director of External  
Relations at University  
Career Services,  
University of North Carolina  
at Chapel Hill

## MODERATOR



**Sana A. Meghani, M.Ed.,**

Program Manager,  
Trellis Company

